



KDNL  
1215 Cole St  
St Louis, MO 63106

LUC Media-Marietta  
25 Whitlock Place SW  
Marietta, GA 30064-3142

## Contract # 1367788

### Schedule Dates

09/18/12-09/21/12

### Advertiser

Chris Koster for Attorney General (73944)

### Agency

LUC Media-Marietta (1788)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

CHRIS KOSTER FOR ATTORNEY GENERAL (471627)

### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

BRIMER, CHRIS

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

CHRIS KOSTER/ATTY GE  
REP-FRAN BROWN

Date Entered 09/05/12

Last Modified 09/05/12

Entered By Rita Schmidgall

CO-OP No

Headline # ECR09811494

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$94.50

Net Total \$535.50

Sales Tax

## St Louis (KDNL)

By Broadcast Month

Sep. 2012

Grand Total:

Spots 10

Rate \$630.00

Grand Total: \$630.00

*[Handwritten signature]*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/18/12-09/21/12	3	:30	7A- ABC-Good Morning America			2	2	2	2			8	\$35.00	\$280.00	St Louis (KDNL)	GMA	9/5/12
2.0	Normal Line / SPOT (2)	09/19/12-09/21/12	3	:30	10:01P- News-ABC 30 News at 10pm				1		1			2	\$175.00	\$350.00	St Louis (KDNL)	NEWS	9/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9811494 Ver# 1 Status New Traffic Order# Printed: 09/05/2012 10:21 AM 1 of 2  
 EC'd Yes Last Received: 09/05/2012 10:08 AM  
 Showing Buylines: All Lines  
 Station KDNL-TV ST LOUIS MO  
 Advertiser ( ) POLITICAL  
 Product CHRIS KOSTER/ATTY GE  
 Estimate#  
 Buyer CHRIS BRIMER  
 Phone#  
 Fax#  
 Agency ( ) LUC MEDIA  
 25 WHITLOCK PLACE SW, 2ND FL  
 MARIETTA, GA 30064  
 Agency C/P1/P2/E  
 Flight Dates 09/18/2012 - 09/23/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) FRANK BROWN  
 Salesperson Phone# 215-563-5400  
 Salesperson FAX# 215-563-2974

--- CONTRACT COMMENT ---  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-  
 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES.  
 CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT  
 ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/18-09/21	7A-9A	GMA	:30	\$35.00	TU-F	8	1	8	\$280.00
2	09/19-09/21	7A-9A	NEWS	:30	\$175.00	W,F	2	1	2	\$350.00

---REPORT TOTALS---  
 Report Totals: 10 / \$630.00

---SALES MONTHLY TOTALS---  
 Sep 12: 10 / \$630.00  
 Sales Totals: 10 / \$630.00  
 Station Totals: 10 / \$630.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

COMPETITIVE	Market Totals	\$10,500	CABL 0%	KTVI 29%	KMOV 30%	KPLR 5%	KSDK 30%
				UNKN 0%	WRBU 0%		

---COMPETITIVE COMMENTS---  
 BOUGHT 10P NEWS WENT BACK TO SEE IF THEY COULD ADD  
 5P NEWS AND A COUPLE MORE 10P NEWS

Books MAY12  
 Demos RA35+